LEO BURNETT U.S.A.
Ad No. 210—(MERIT SPREAD)—Req. No. 21123—spread—4 colors—15 x 10 inches—National Magazines, 1976 (A)
Printed in U.S.A.

MERIT

'Enriched Flavor'-Low Tar.

If you smoke, you should know about a new kind of cigarette.

MERIT. Only 9 mg. of tar. Lower in tar than 98% of all cigarettes sold.

Yet packed with a remarkable new taste discovery called 'Enriched Flavor.'

The kind of flavor normally found only in higher tar cigarettes.

Taste tests proved it.

If you smoke, you'll be interested.

9 mg. tar MERIT was taste tested against five current leading low tar cigarettes ranging from 11 mg. to 15 mg. tar. Thousands of smokers were tested. The majority reported that even if the cigarette tested had up to 60% more tar than MERIT, MERIT delivered as much—or more—taste.

You've been smoking 'low tar, good taste' claims long enough.

Now smoke the cigarette.

MERIT

8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/tobacco/docs/

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